




## Pre-Production: Planning



### MESSAGE:

- Plan what you are going to say
- Make sure your message has a clear, beginning, middle, and end
- Use the structure of a sentence 

### CALL TO ACTION:

- Make sure your video has a clear “Call to Action” (CTA), e.g.:
- Donate now
  - Join today
  - Exercise everyday

### TOPIC:



- Stay on topic: If it’s an exercise video, make it be about exercise, and nothing else

### LENGTH:

Keep your video short

## Production: Filming & Recording

### LOCATION:

- Choose a setting that fits your topic or theme, e.g. “From the desk of...,” “By the pool,” etc.
- Make sure your location matches the tone of your planned topic

### LIGHTING:

Film in the brightest spot in your location, but do not place the light or window behind you



### RESOLUTION:

Film at the highest resolution possible



### ORIENTATION:

Unless you’re making an Instagram story, film horizontal (like your TV)



### SOUND:

Film in a quiet location without background noise

## Post-Production: Editing (If you can. If not, keep recording until you get it right)

### EDIT:

People’s attention spans are shorter than you think. Stick to the point



### MUSIC:

Music helps set the tone (but DON’T USE COPYRIGHTED MUSIC)



### IDENTIFY:

Identify everyone on screen—you make know the speakers, but your audience may not



### CAPTIONS:

People watch videos on mute, on their phones—add captions so they’ll stop scrolling and watch.

### VOICEOVER:

Consider adding a voiceover to keep the momentum and storyline flowing



## Post-Production: Sharing

### POST YOUR VIDEO:

No matter where you post your video, title the file and add a description



### NAME YOUR VIDEO:

Add an accurate and clear title:

- ✓ GOOD EXAMPLE: “5 Core Exercises You Can Do at Home from the (Your JCCName)”
- ✗ BAD EXAMPLE: “Exercise Vid 3”



### ADD A DESCRIPTION:

Add an accurate and clear description: Make sure to include your JCC name, and don’t forget to Identify everyone on screen